- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South-East Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimize Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Visit of Cultural Delegation to Pakistan

4077. SHRI LALIT SURI: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether an Indian Cultural Delegation recently visited Pakistan;

(b) if so, the nature of talks held by the delegation with representatives of the Government of Pakistan; and

(c) the action taken/proposed to be taken to implement the decisions taken during the talks?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) An official Indian delegation, led by Secretary (Culture), visited Pakistan from July 26-27, 2005 for the 2nd Round of Technical Talks on Promotion of Friendly Exchanges under the parameters of Composite Dialogue between the two countries.

(b) and (c) The delegation held talks on various issues of mutual interest relating to art & culture, education, health, tourism, films and youth affairs etc. All the discussions have been a part of the structured dialogue.

Privatisation/Disinvestment of hotels

†4078. SHRI JAI PARKASH AGGARWAL: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) the names of the hotels privatised/disinvested under her Ministry, till date;

(b) the amount received by Government, hotel-wise;

(c) whether Government are aware of the alleged irregularities in privatisation/disinvestment of hotels; and

(d) whether any action has been taken/proposed to be taken by Government for their scrutiny?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) and (b) A statement showing the gross bid amount, amounts paid to various authorities for liquidation of liabilities including VRS dues of employees and the amount received by the Government of India and Indian Hotels Company Ltd., towards their respective shares is appended at enclosed Statement (*See* below). The information given in the statement has been compiled from the Share Purchase Agreements.

(c) and (d) Two allegations of under valuation were received by Ministry of Tourism, one is *sub-judice* and the other was found invalid.

The disinvestment of ITDC hotels was undertaken through a transparent competitive bidding process by Department of Disinvestment.

† Original notice of the question was received in Hindi.